

FY10 Media Plan

	2009									2010			
	FY10 Q1			FY10 Q2			FY10 Q3			FY10 Q4			
	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	
Print													
AARP		[Green bar]											
Camping Life		[Light Green bar]											
Car & Driver		[Green bar]											
Family Handyman		[Light Green bar]											
Field & Stream		[Green bar]											
National Wildlife Magazine		[Light Green bar]											
Outdoor Life		[Green bar]											
Popular Mechanics		[Light Green bar]											
Sports Illustrated		[Green bar]											
TIME		[Light Green bar]											
National Search Engine Marketing		[Green bar]											
Google, Yahoo!, MSN		[Green bar]											
National Online		[Light Green bar]											
AOL, MSN, Weatherbug, Weather.com, Yahoo!, Away Network, Outside Hub, TIME.com, Sports Illustrated, ESPN, Field & Stream, Outdoor Life, Popular Mechanics, ReserveAmerica		[Light Green bar]											
Catch A Boat Radio													
States: FL, TX, MN, NC, WI, IL, PA, LA, SC, VA, TN & AL			[Green bar]										